

ORDER



Orders
Order / Rev: 703796 - 2
Alt Order #: 06259055
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 08/01/12 / 10/16/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	33	\$16,300.00	\$13,855.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$16,300.00	\$13,855.00	0.00
Totals	33	\$16,300.00	\$13,855.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$16,300.00
Market	100%	\$203,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$32,600.00
WCWJ	0%	\$0.00
WJXT	24%	\$48,900.00
WTEV	24%	\$48,900.00
WTLV	28%	\$57,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/16/12	10/22/12	America This Morning	CM	430-5a	MTWT--S	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
America This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWT--S			2		\$20.00		0.00				
E 2	WJXX	10/16/12	10/22/12	GMJ Sunrise	CM	5-6a	MTWTF--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
M-F 5-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$60.00		0.00				
E 3	WJXX	10/16/12	10/22/12	GMJ	CM	M-F 6a-7a	MTWTF--	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
M-F 6a-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$90.00		0.00				

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WJXX	10/16/12	10/22/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	4	\$110.00	P-3	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$110.00		0.00				
E 5	WJXX	10/21/12	10/21/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$150.00		0.00				
E 6	WJXX	10/21/12	10/21/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$150.00		0.00				
E 7	WJXX	10/16/12	10/22/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$225.00		0.00				
E 8	WJXX	10/16/12	10/22/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	MTWTF--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$60.00		0.00				
E 9	WJXX	10/16/12	10/22/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$110.00		0.00				
E 10	WJXX	10/16/12	10/22/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$130.00		0.00				
E 11	WJXX	10/21/12	10/21/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$175.00		0.00				
E 12	WJXX	10/16/12	10/22/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$275.00		0.00				
E 13	WJXX	10/16/12	10/22/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MTWTF--	:30	2	\$360.00	P-1	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$360.00		0.00				
E 14	WJXX	10/16/12	10/22/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTFSS			3		\$225.00		0.00				
E 15	WJXX	10/16/12	10/22/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$200.00		0.00				
E 16	WJXX	10/21/12	10/21/12	Sports Final 11:30p-12a	CM	1130p-12a	-----S	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$75.00		0.00				
E 17	WJXX	10/22/12	10/22/12	Mon Prime Other DWTS	CM	8-10p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$2,000.00		0.00				
18	WJXX	10/16/12	10/16/12	Tue Prime C PRIV PRAC	CM	10-11p	-T-----	:30	1	\$850.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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18	WJXX	10/16/12	10/16/12	Tue Prime C PRIV PRAC	CM	10-11p	-T-----	:30	1	\$850.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----			1		\$850.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/15/12-10/21/12		Tue Prime C		10-11p	-T-----	:30		(\$850.00)		0.00	NM		
Credited [CR]															
E 19	WJXX	10/18/12	10/18/12	Thu Prime B GREYS	CM	9-10p	---T---	:30	1	\$3,780.00	P-1	0.00	NM	1	\$3,780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---			1		\$3,780.00	0.00					
E 20	WJXX	10/21/12	10/21/12	Sun Prime B ONCE UPON	CM	8-9p	-----S	:30	1	\$4,140.00	P-1	0.00	NM	1	\$4,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S			1		\$4,140.00	0.00					
E 21	WJXX	10/20/12	10/20/12	Prime College Football 758p-1130p	CM	758p-1130p	-----S-	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-			1		\$1,200.00	0.00					
22	WJXX	10/16/12	10/16/12	Prime Political Program Prime Political Program	CM	Prime Political Pro	-T-----	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----			1		\$850.00	0.00					
													Totals	33	\$16,300.00